• Fiscal Year 2017 - July 1, 2016 to June 30, 2017 •



#### A MESSAGE FROM THE CITY MANAGER

## We are your local public servants

We were so privileged to work for you this past year. City employees are a diverse team of talented women and men who apply their great expertise and professional commitment to provide Rockville with services and amenities that are among the best of any city. Together, we work to advance the goals and initiatives set by your elected Mayor and Council, who guide us with their vision and leadership. The result: 92 percent of residents surveyed in the latest community survey describe the city's overall qual-

ity of life as "good" or "excellent."

Our employees *chose* to devote their working life to serve this community, rather than work in the private sector, or for a different government. They care and are committed. And you can see the fruit of their labor everywhere you look in Rockville. Many of these folks perform physically demanding, sometimes hazardous work, in all types of weather. Others apply themselves quietly, but very productively, in office or support roles, which are sometimes nearly invisible and thankless. But these employees come to work every day and give it their all, because they know that their contribution matters. And they believe in our mission: *to constantly improve the quality of life in Rockville*.

We now pause to mark and celebrate yet another year of their accomplishments, described in these pages. But the fun facts and data presented here tell only *part* of the story of their productivity on your behalf. The rest is the human story, a story of thousands of quality human interactions with our residents each year by the most skilled, creative and caring employees that can be found anywhere!

We invite you to engage us with your questions and suggestions, to speak at our meetings, and to think about joining one of our many volunteer boards and commissions. So what can we do better? Tell us ... or join us. In the end, the question "Who are we?" is best defined by a successful relationship with you, our residents. And *next year* will be even better!



## **Mayor and Council Priority Initiatives for Fiscal Year 2017**

The Mayor and Council set priority initiatives for the 2016-2019 term. This work plan, which guided city staff throughout Fiscal Year 2017, captures the Mayor and Council's long-term vision for the community.

#### **Good Governance**

- Review the scope and role of the city's boards and commissions and make appropriate changes; and review the systems and processes to create, appoint and sunset city boards and commissions.
- Review existing codes and policies based on the scoring of the Human Rights Campaign's Municipal Equality Index and identify modifications to enhance LGBT nondiscrimination.
- Re-establish office space for councilmembers.
- Develop an open data initiative that includes all aspects of city governance.
- Partner with other jurisdictions to meaningfully engage with Montgomery County Public Schools, Montgomery County government and the state to promote school construction.

#### Safe and Livable Neighborhoods

- Modify and incentivize the required percentage of various housing requirements (affordable and workforce) in new development.
- Develop a plan to increase physical connectivity of neighborhoods.
- Beautify the concrete walls under the railroad tracks at Middle Lane and Park Road.
- Review and agree upon the scope



of duties of the Rockville City Police Department and determine appropriate staffing.

 Adopt and implement Vision Zero and engage the community in implementation.

### Efficient and Effective City Service

- Finish the Compensation and Classification Plan.
- Receive the Senior Service Study and develop a multiyear implementation plan.

#### **Planning and Preservation**

- Receive the Rockville Pike Neighborhood Plan from the Planning Commission and adopt it in 2016.
- Examine the appropriateness of different development standards around Metro stations.
- Complete the Comprehensive Master Plan revision by 2018.
- Formulate the conditions under which Rockville can support bus rapid transit.
- Hire a consultant to conduct a feasibil-

ity study for a pilot trolley/streetcar program.

#### **Informed and Engaged Residents**

• Increase the city's proactive outreach to diverse populations.

#### **Economic Development**

- Formulate a policy on economic incentives and develop supportive programs.
- Encourage Marriott to relocate their corporate headquarters to Rockville (near the Twinbrook Metro station).
- Explore mechanisms to encourage neighborhood shopping center revitalization and explore additional zoning and uses.

#### **Stewardship of Infrastructure**

- Establish a task force on the King Farm Farmstead.
- Adopt a sustainable fleet policy.
- Create a community climate action plan developed by a citizens' task force.



## CONTACT THE MAYOR AND COUNCIL

- mayorcouncil@rockvillemd.gov
- 111 Maryland Ave., Rockville, MD 20850
- 240-314-8280

### SPEAK AT COMMUNITY FORUM

 Held during most Mayor and Council meetings, residents may speak on any topic for up to three minutes. Call 240-314-8280 to sign up.

### MAKE A REQUEST, REPORT A PROBLEM OR COMMENT ON CITY SERVICES

- www.rockvillemd.gov/reportaconcern
- 240-314-8139
- 111 Maryland Ave., Rockville, MD 20850

### SERVE ON A BOARD OR COMMISSION

Learn about vacancies or obtain an application. Email cityclerk@rockvillemd.gov or visit www.rockvillemd.gov/boardscommissions.

#### **BECOME A VOLUNTEER**

Contact the Recreation and Parks Department at 240-314-8620 or the Community Services Division at 240-314-8310. Learn more at www.rockville md.gov/volunteer.





#### MAYOR Bridget Donnell Newton

COUNCILMEMBERS
Beryl L. Feinberg
Virginia D. Onley
Julie Palakovich Carr
Mark Pierzchala

CITY MANAGER Rob DiSpirito

CITY ATTORNEY
Debra Yerg Daniel

CITY CLERK/DIRECTOR OF COUNCIL OPERATIONS Kathleen A. Conway

DEPUTY CITY MANAGER Jennifer Kimball

DIRECTOR OF COMMUNICATION
Marylou Berg

ACTING DIRECTOR OF COMMUNITY
PLANNING & DEVELOPMENT SERVICES
Andrew Gunning

CHIEF FINANCIAL OFFICER/
DIRECTOR OF FINANCE
Gavin Cohen

DIRECTOR OF HUMAN RESOURCES Karen Marshall

DIRECTOR OF
INFORMATION TECHNOLOGY
Nicholas Obodo

ACTING CHIEF OF POLICE
Bob Rappoport

DIRECTOR OF PROCUREMENT
Jessica Blow

DIRECTOR OF PUBLIC WORKS
Craig L. Simoneau

DIRECTOR OF
RECREATION AND PARKS
Tim Chesnutt

City of Rockville
111 Maryland Ave., Rockville, MD 20850
240-314-5000 • www.rockvillemd.gov

#### MAILED 3,000 COMMUNITY SURVEYS

1,066 residents responded with their impressions of city programs and services, for a response rate of 37 percent. Survey results were presented to the Mayor and Council and residents.

#### THE CITY RECEIVED EXCELLENT or GOOD **RATINGS FROM**

- 92 percent of residents describing the city's overall quality of life.
- **88 percent** describing the quality of their neighborhood.
- **88 percent** rating Rockville as a place to raise children.
- **86 percent** rating the quality of city services.

Learn more at www.rockvillemd.gov/survey.



The City Manager's Office organized walking town meetings in the Lincoln Park and Americana Centre

### FOR MORE **INFORMATION** about the City of Rockville, visit www.rockvillemd.gov.

**DIVERSE** ROCKVILLE

At a town hall meeting on diversity on Feb. 9, over **150 residents** discussed

how to make the community a more inclusive place to live and work.



FOR MORE **INFORMATION** about FY 2017 accomplishments, visit RockvilleReports.com.

A COMMITMENT TO

**CLEAN WATER** 

The Department of Public Works

systems at the city's water treat-

ment plant on the Potomac River.

The use of ferric chloride to re-

move organic compounds from

the river water improves the qual-

ity of the city's drinking water. The

plant received the Partnership for

Safe Water Directors Award for

2016 in recognition of the city's

ongoing commitment to protect-

ing public health.

began using new chemical feed

3,677 Tons of green waste recycled.

59

Tons of single-stream materials recycled.

The number of sworn officers

Department. Three more officers

Calls responded to by the RCPD.

were authorized for Fiscal Year 2018.

in the Rockville City Police

27,233

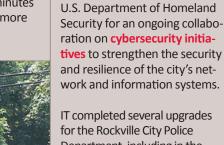
Arrests made.

Chicken licenses issued.

9

#### **AGENDA IMPROVEMENTS**

The city launched a new legislative management system for publishing meeting agendas and minutes that is fully searchable and more user-friendly.



SECURITY THROUGH

TECHNOLOGY

The Information Technology

Department partnered with the

IT completed several upgrades for the Rockville City Police Department, including in the police dispatch communication center, which received three new computers, nine new monitors and a virtual path identifier upgrade to its call-recording system. IT also implemented **Automated Tactical Analysis** of Crime Regional Analysis and **Information Data Sharing** – or, ATACRAIDS - software, which enables crime data sharing, pattern analysis, crime mapping, predictive crime analytics and reporting.



"I must say that sometimes the City of Rockville moves at light speed. The replacement sign at Veirs [Drive] and Glen Mill [Road] has been installed only a day after I brought it to your attention. Great job!"

- Tom Curtis, resident



### **ROCKVILLE** RACKED UP THE HONORS

- No. 10 on WalletHub.com's list of Most Diverse Small Cities in America.
- No. 13 on Livability.com's list of Top 100 Best Places to Live
- Playful City USA designation for 2017.
- Platinum Level Healthy **Eating Active Living (HEAL)** city designation from the Institute for Public Health Innovation.
- The National Wildlife Federation certified Rockville as a Community Wildlife



- Tree City USA for the 28th consecutive year.
- Keep Montgomery County **Clean and Green Landscape Beautification Awards for** sustained excellence on Veirs Mill Road landscape enhancement, the Pump House at Croydon Park and the ponds at Fallsgrove, and an Award of Distinction for the Beall-Dawson Historical Park.
- People Loving and Nurturing Trees (PLANT) award (Green level) from the Maryland Department of Natural Resources.
- The Chesapeake Stormwater Network awarded the city's storm drain mural project third place among its 2017 **Best Outreach and Educati**

#### KUDOS FOR CITY EMPLOYEES

The Community Planning and Development Services Department's Lourdes emus was recognized by the Maryland Building Officials Association as the Permit Technician of the Year for 2016.



Rockville City Police Department Maj. Eric Over completed the prestigious FBI National Academy.

 City Forester Wayne Noll received the Award of Merit from the Mid-Atlantic Chapter of the International Society of Arboriculture.

Members of the Rockville City Police Department were honored during the 28th annual Rockville Public Safety Awards in June. Pictured at right, (L to R): Cpl. Javier Baquero and Officers Kevin McBride, Brandon Thomas and Brian Van Fossen. Not pictured: Police Communications Operators Monique Michael, Karl Nadler and Edwina Ritchie, and Officer Seth Creel.

The share of **highway user revenue** that the city successfully advocated

The amount of a state bond bill for repairs and renovations to stabilize

for during the 2017 Maryland General Assembly.

the historic King Farm Farmstead barns.

## MUNICIPAL BROADCAST NETWORK



Rockville 11 worked with the City of Takoma Park and Montgomery Municipal Cable to launch the Municipal Broadcast Network bringing award-winning content into crisp high-definition.

The grant amount provided, in counction with Rockville Economic evelopment, Inc., through the Rockville MOVE program and the usiness Expansion Fund, which ighlight the city as **a great bu** fice space occupancy.



s location and help increase of



(HOMPSONS DV

#### KEEPING **PEDESTRIANS** SAFE

the street.

Accessible Pedestrian Signals, the final five of which were installed in FY 2017 as part of an eight-year effort to upgrade all city-owned traffic signals with technology that helps visually impaired pedestrians feel more secure when crossing

193 Flags from United Nations countries

Rockville Town Center, celebrating

the city's diversity and beautify-

were installed throughout

ing the downtown.

**NEW** 

The Department of Public Works completed new sidewalk projects on Monroe Street, Laird Street, Ritchie Parkway and Fleet Street, and Falls Road, from Wootton Parkway to Kersey Lane. (See photo of Falls Road project, at right.)

"Sincere thanks for fabricating and installing the terrific sign at the intersection of Avery Road and Baltimore Road. It is precisely what was needed, and will assist many people in finding their way to the section of Rockville Cemetery they seek. The support of the City of Rockville is greatly appreciated." - Rockville Cemetery

Association, Inc.

Attendees at an expanded International

light. Organized by city commu-

nity centers and held at the F. Scott

Fitzgerald Theatre, the celebration

featured 11 performances repre-

senting 10 cultures.

#### THE CITY WELCOMES **NEW LEADERSHIP** IN THE CITY MANAGER'S **DEPARTMENT**

In January, after an extensive search, the city hired Rob **DiSpirito** to become the new city manager. DiSpirito quickly engaged residents and Rockville employees and addressed many of the Mayor and Council's priority initiatives.



DPW completed sanitary sewer mprovements in East Rockville, decreasing the risk of overflows and backups.



The city purchased a Nissan Leaf electric vehicle for police use in parking enforcement.

The percent of electrical energy consumed by city government buildings that is covered by the city's purchase of wind renewable energy certificates. The Environmental Protection Agency ranked Rockville 21st of the 63 largest green power users among local governments.

21.9 Miles of new dedicated bikeway facilities proposed by the Bikeway Master Plan completed in FY 2017. The plan also proposes 19.1 miles of new shared roadway designations in the city within the next 10 years.

# Animal control calls responded

to by the Neighborhood Services

Dog, cat and ferret licenses issued.



4,481 by the landlord-tenant specialist.

Code enforcement complaints

or violations addressed by the

Community Enhancement and

Code Enforcement Division.

\$1.1 M Rental housing license revenue

### unding of 2007 and 2008 bonds. PLANNING FOR ROCKVILLE'S FUTURE

refuse funds to finance high-priority, long-term projects. The sale included an affirmation of the city's triple-A credit rating, which saves to dollars by allowing Rockville to borrow at the lowest possible interest rates, and is an indication of the city's sound financial health and financial al management practices.





The Human Resources Department coordinated with the Anti-Defamation League to provide the Rockville City Police Department with training on recognizing hate symbols and hate crimes.

## 400

Pounds lost by city employees participating in the Weight Watchers program offered by Human Resources.

Human Resources revamped the city's **Learning and Development** Program to make employees more culturally aware and more proficient in their jobs. Training included Lunch and Learn sessions about:

- Ageism.
- Political affiliations and the LGBTQ community.
- Giving and receiving effective feedback.
- Tackling difficult conversations.
- Cultural consciousness. • Skill building for new managers.
- Real-life/real-time leadership principles.



it with me. He has now been taking it for several years!"

 A Recreation and Parks **Department customer survey** 

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The Mayor and Council unanimously approved the Rockville Pike Neighborhood Plan on Aug. 1, 2016, setting a vision for redevelopment that will create a more attractive environment to live, work in and visit, with parks and better options for transportation.



and Development Services Department launched the **Stonestreet Corridor Study**. The study is fostering significant public engagement to identify possiacres bordering the Stonestreet

The Community Planning



# ble redevelopment scenarios and public improvements for over 150 corridor, near the Rockville Metro

CPDS coordinated the Rockville 2040 Master Plan update process, with significant engagement from the public and the city's Planning Commission, including nearly 30 community listening sessions.

The percent decrease, over the past 15 years, in so-called Part I crimes reported by city police. Part I crimes against people (murder, rape, robbery and assault) and property (burglary, larceny and theft) decreased from 1,929 in Fiscal Year 2002 to 1,144 in FY 2017.

"I never realized that you could have so much fun after the age of 60! ... There really is something for everyone and anyone."

- Cindy Cenname, Rockville **Senior Center member** 



60 Community members participated in the annual Citizens Police Academy. RCPD also launched the city's first Senior Citizen Police Academy and

first Teen Citizens Police

Academy.

Meals served at community centers, including 24,292 served by the Rockville Senior Center, addressing food insecurity for children and the elderly in the community.

Families that received food and gifts through the 2016 Rockville Holiday Drive.

Recreation program registrations, an 8 percent increase over FY 2016. A new registration system, purchased in FY 2017 and launched Aug. 1, seeks to improve customer service.



15 Years in operation at the

Programs held at

Croydon Creek Nature Center.

Croydon Creek Nature Center.

ticipants at Croydon Creek Nature

Years in operation at the Rockville Senior Center. Anniversary events included a dinner dance and a Hero Walk honoring Rockville's first responders.

Third graders from Maryvale Elementary School's Linkages to Learning program who participated in a swimming lesson at the Rockville Swim and Fitness Center. The students also received swimsuits and goggles through a partnership with the city's Community Services Division and the Rockville Recreation and Parks Foundation.

### **BEAUTIFICATION**

58,765 Bulbs planted.

1,790 Pansies planted.

511 Trees planted.

640 Dead trees removed.

Acres of new paralland acquired at Acres of new park-Woottons Mill Park and the former Chestnut Lodge site on West Montgomery Avenue.

#### **RECREATION AND PARK ACCOLADES**

- Croydon Creek Nature Center, "Bethesda Magazine" Editor's Pick for **Best Kids' Activities**.
- F. Scott Fitzgerald Theatre, "Montgomery Magazine" Best of Montgomery: Community Theatre.
- Glenview Mansion at Rockville Civic Center Park received:
  - 2017 The Knot: Best of **Wedding Venues**.
  - 2017 WeddingWire: **Couple's Choice Award.**
  - 2017 "Bethesda Magazine" **Best Date Night Activity:** Wine and Improv.
  - 2017 "Unique Venues": Best **DIY Wedding Venue.**
  - 2017 "Unique Venues": Runner-up Best LGBTQA Venue.



**RECREATION AND** PARK VISITS



24,400 Croydon Creek Nature Center

**50,558** F. Scott Fitzgerald Theatre

25,002 Glenview Mansion at Rockville Civic Center Park

38,066 Lincoln Park Community Center

14,801 Rockville Civic Center Park

**37,664** Rockville Senior Center (*Visits to fitness center only.*)

300,000+ Rockville Swim and Fitness Center

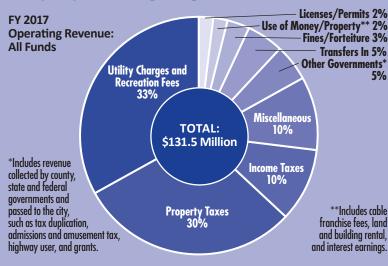
83,059 Thomas Farm Community Center

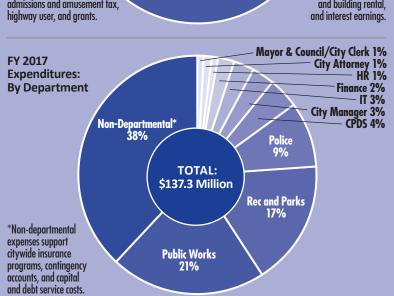
66,578 Twinbrook Community **Recreation Center** 

### THE CITY'S FINANCIALS

1,432
Rockville Senior Center members,

an 8 percent increase over FY 2016.





4/ Historically appropriate exterior shutters installed by the Recreation and Parks Department at Glenview Mansion at Rockville Civic Center Park.

160

Miles of roadways cleared by the Department of Public Works each time there is measurable snowfall.

Miles of publicly owned sidewalks, walkways and pathways **cleared** by Recreation and Parks when it snows.

City-owned facilities

and parks with parking lots **cleared** by Recreation and Parks when it snows.

#### **ADA:** BY THE NUMBERS

ter serve people with disabilities, and create greater accessibility to city recreation and parks programs and facilities. Other accom-



Americans with Disabilities Act-compliant playgrounds and paths installed, at Dogwood and Orchard Ridge parks.

ADA-compliant spaces added in the parking lot at the F. Scott Fitzgerald Theatre and Social Hall, which also added an accessible corridor leading to the elevator.

Parks and facilities accessibility improvements, including to bathrooms, elevators, parking, cabinets, counters, ramps, athletic courts and exterior routes.

#### A COMMUNITY THAT GATHERS TOGETHER

Attendees at the **Department of Public Works Equipment Show** on May 25, celebrating National Public Works Week.

1,200 Attendees across four nights of the Movies in the Parks series.

Attendees at the **Antique and Classic Car Show.** 

10,000 Attendees at the annual Independence Provented

annual Hometown Holidays Music Fest.



Attendees at the **Memorial Day** Ceremony and Parade.

,068 Volunteers who donated a total of 65,988 hours\* to Recreation and Parks programs in FY 2017, resulting in a savings to the Independence Day celebration. city of \$1.32 million. (\*Valued at \$20 per hour.)

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